

*Planning  
Fashion  
Shows*



**DODGE CITY**  
COMMUNITY COLLEGE

*Sandra Bish, Associate Professor  
Fashion Merchandising  
Dodge City Community College*



# Fashion Show Planning

## Audience

All fashion shows should be coordinated as to what the audience prefers in current fashion. The more variety the audience, the more categories of clothing can be shown. The audience appreciates a variety of models as well.

## Theme

Every effort should be made to be creative in the way the theme is presented. Classic themes should be changed to sound exciting and still let the audience know what type of fashions will be shown. The theme should be one that would lend itself to clever props and a variety of music choices. A list of theme ideas is in the back of this booklet.



## Time Allotment

The length of the fashion show should be established with the thought that two outfits are shown per minute. For a thirty minute fashion show, a minimum of sixty outfits should be shown. It is better to add an additional five outfits to insure against being short of outfits.

Many things can go wrong that will reduce the number of outfits available for the fashion show. A model can get sick and several outfits are cancelled because of this person's absence. Sometimes clothing items are forgotten and the outfit cannot be shown. When clothing is borrowed from local merchants, there is a chance that there will be duplicates. This means one outfit will have to be removed to avoid causing confusion of the audience. For all these reasons, it is best to plan more than two outfits per minute.

If the fashion show is planned for one hour, it is a good idea to plan for a short break. This will refresh the audience and allow the models breathing time to change outfits. During this break, a vocalist is very entertaining. Sometimes it is possible to have a drawing for small gift items or gift certificates.





## Models

Plan the ages, size types and combination of women, men and children according to the audience of the fashion show.

Children need one adult to help them dress and assist them when they walk across the stage or down the runway.

Encourage models to select several items for their outfit including accessories. This will provide more information for the script. It is also wise for the models to select a variety of clothing categories so they will be easier to sequence. A model who has selected a dressy ensemble, casual wear and sportswear would be easier to sequence than three dressy outfits.

Models should be instructed to take special care of borrowed clothing. Pulling the clothes over the head or stepping into outfits can cause damage. Extra persons helping the models dress can eliminate some accidents

## Commentator

Select a commentator who is able to read script slowly. It is helpful if the commentator knows the models so there is less mix-up. Plan extra comments for the commentator to use in case a model is late appearing in the sequence.

An introduction should be given at the beginning of the fashion show that will set the theme and the mood. A few lines at the end of the fashion show will conclude the fashion program.

## Sequencing of Models

The models need a minimum of four minutes or eight outfits between their appearances. Fifteen outfits between the repetition of the same model would allow for smoother changes in the dressing room. Extra persons are needed to line up the models outside of the dressing rooms. Models should wear their most "difficult-to-get-into" outfit first so that the remaining outfits will allow for quicker changes.

Clothing categories should be sequenced to show a variety of fashion. It would be more entertaining to have some sportswear, than dressy outfits, actionwear, then sportswear again.

Type a sequence sheet so that each model knows their place and which outfit is to be worn. Proof the sequence sheet to see that there is enough time for each model to change.





## Script Writing

To introduce the model, it is best to start with a lead-in-line to set the mood for that fashion. An example of a lead-in-line would be:

- Ready for a romantic evening is (model's name)...
- Chilly days will be welcomed when (model's name) appears in her....
- Ready for business or pleasure is (model's name)...
- With a casual evening in mind is (model's name)...
- Let's party it up in style like (model's name)...

These lead-in-lines should support the theme of the fashion show.

Following the lead-in-lines, the model's name should be mentioned next. The store will be given credit as the description of the outfit starts. Mention the articles from the outside to the inside and accessories last. The description can include where the outfit can be worn. The details of the ensemble can be explained when they can not be seen by the audience. However, obvious details should not be included. Information about the price and care should be left out of the script. Brand names are often given as part of the script; however, the audience seldom remembers this information. When the script is lengthy, it is wise to mention the store twice so the audience will remember where to find the ensemble.



## Fall Themes

- A Harvest of Fall Fashions
- Classroom Winners
- Booked with Fall Fashions
- Fashion Class
- Stadium Stunners

## Christmas Themes

- Fashion for Your Christmas List
- At the Foot of Your Christmas Tree
- A Gift of Fashion
- Happy Holiday Fashion
- Fashions Under the Tree
- Wrap Up Your Christmas
- Christmas Carousel
- A Christmas Fashion Fantasy

## Spring Themes

- Swing Into Another Season
- Easter Wrappings
- Reflections of Spring Fashions
- Fashion Prophecy for Spring
- First Chirp of Spring Fashions
- Spring Bursts Forth in Fashions
- On Wings of Spring Fashion

## Summer and Vacation Themes

- Fashions for Fun, Sun and Frolic
- Calm, Cool and Collected for Summer
- Heavenly Cool Fashions
- Sun-sational Fashions
- Around the Fashion Sun Dial
- All Sails Set for Cool Summer Fashions
- Vacation Playmates
- Fashion Out-dorables
- An Inside Fashion Story for Outdoor Living